



**CITY OF GREENSBORO  
FOR IMMEDIATE RELEASE**

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## **WORLD'S FIRST WHEELCHAIR ACCESSIBLE HOT-AIR BALLOON TO OFFER RIDES IN GREENSBORO**

**Greensboro, NC** – July 10, 2006 – The Greensboro Transit Authority (GTA) will host Serena's Song, the world's first wheelchair accessible hot-air balloon, on July 15 and July 16. The event will be held at Barber Park located at 1500 Dan's Road in Greensboro.

Sponsored by GTA and its transportation contractor, Veolia Transportation, Serena's Song is operated by Gary Waldman and named for his cerebral-palsy stricken daughter, Serena, who laughed for the first time in her young life during a hot-air balloon ride in 1985. Since the launch of Serena's Song in 1991, the world's first wheelchair-accessible hot-air balloon has carried over 15,000 passengers in dozens of U.S. cities and towns. Veolia Transportation became a national sponsor of Serena's Song in 2001 when Serena's Song was in danger of being grounded because of lack of funding.

Free rides on Serena's Song will take place on Saturday, July 15 and Sunday, July 16, from 6:00 AM to 8:00 AM and from 6:30 PM to 8:30 PM. To request a reservation to ride Serena's Song, please contact the GTA SCAT reservation line at 336-333-6589 between the hours of 8:00 AM and 5:00 PM, Monday through Friday. GTA will make every effort to honor all reservations and requests from disabled people and seniors, but priority will be given to children with disabilities. Please note that excessive wind or rain could force the delay or postponement of Serena's Song flights.

To coordinate coverage of the event, including balloon pilot interviews and live remotes from Barber Park or inside the balloon, please contact Kevin Elwood, Greensboro Department of Transportation, at 336-412-6309 or via email at [kevin.elwood@greensboro-nc.gov](mailto:kevin.elwood@greensboro-nc.gov).

To learn more about Serena's Song, visit the website [www.serenassong.com](http://www.serenassong.com)

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Veolia Transportation is the largest private provider of public transportation in the United States. Employing over 15,000 in North America, Veolia Transportation operates bus, paratransit, commuter rail, airport shuttles, taxi services and paratransit brokerages in 22 states, in the District of Columbia and in two Canadian provinces. For additional information about Veolia Transportation visit the web site at [www.veoliatransportation.com](http://www.veoliatransportation.com).

*The Greensboro Department of Transportation (GDOT) seeks to increase public safety and mobility through the effective planning and delivery of transportation services and operation of municipal transit. For more information about GDOT, contact us at (336) 373-GDOT (4368) or visit [www.greensboro-nc.gov/gdot](http://www.greensboro-nc.gov/gdot)*

*The City of Greensboro works in partnership with the community to build an increased quality of life for all residents by fostering an environment where inclusion, diversity, and trust are valued. As the seventh largest employer in Greensboro, the City has a dedicated professional staff of 2700 employees who maintain four core values of honesty, integrity, stewardship, and respect. The City of Greensboro is governed by a council-manager form of government where a mayor and eight council members act as the legislative body. For more information on the City of Greensboro, please visit us online at [www.greensboro-nc.gov](http://www.greensboro-nc.gov)*

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